1. This is (name) from the research firm	3c. What other brands of filter tip
of Elmo Roper. We're doing a survey among	cigarettes do you remember having:
cigarette smokers. Do you happen to smoke	smoked during the past six months or
Vona Yes 1 541 added 6409-1 (ASK 2) 19 38	year? Any others?
No or don't know 2 (SKIP TO 10)	Herbert Tareyton (filter)16-1
The same of the sa	Kent: 2000 Sergeral 2
2a. About how many cigarettes a day do you usually smoke?	L & M. 3
■ 3 F±40	Old Gold (filter)
6 or less 10-1 36-45 10-5 7-15 2 46-55 6 16-25 3 56 or more 7	Parliament 6
16-25 3 56 or more 7 26-35 4 Don't know 8	***
26-35 4 Don't know 8	(5.0) Winston who should be a
b. What brand of cigarettes do you usually	Other (filter)
Bmoke?	
C. 45 Non-filters on one water and of to	
Of Camel ARRAGING QUEEN CILE 11-1 7 E	
Rerbert Tareyton (non-filter) 3	rather than some other filter brand?
TUNY The bar States of Santaness of the later of the	at way see a control of the control
Old Gold (non-filter)	2 January 17-
Pall Mall 6	
Philip Morris Other (non-filter) 7 -0091	
No regular brand	JUENS IDITÉ
Filters ("a)	(TI) (Smooth to the property a root of the 2)
Herbert Tareyton (filter) 12-1	మై. గా శుహ - సెందర్
	Don't know 18-Y
Marlboro 4 (ASK	4a. Have you ever smoked any filter tip
Old Gold (filter)	cigarettes?
Parliament 6	Yes19-1 (ASK b)
	No 21
Winston 8	Don't know (SKIP TO: 5)
Other (filter)	b. What brands of filter tip digarettes do
Filter but no regular brand 0(SKIP	you remember having smoked during the
TO(4b)	past six months or year? Any others?
3a. About how long have you been smoking (brand) regularly?	Herbert Taneyton (filter) 20-1
Less than 2 wks. 13-1 $2\frac{1}{n} - 4\frac{1}{2}$ mos. 4	Kent 2
2 wks 1 mo 2 $\frac{42}{2}$ mos. or more 5 $1 - 2\frac{1}{3}$ mos. 3 Don't know 6	
1 - $2\frac{1}{5}$ mos. $\frac{1}{1}$ 3 Don't know $\frac{1}{1}$ 6	Marlboro 4 Old Gold (filter) 5
b. What brand did you smoke most often before	Parliament 6
(brand) ?	Viceroy
Non-filters	Winston
Camel14-1 2	Other9
Herbert Tareyton (non-filter)	None or don't know0
Lucky Strike	to complete strength of
Old Gold (non-filter) 5	M - 25 - 1 - 1
Pall Mall Philip Morris	Managed Line week
Other (non-filter)	
No regular brand	Same and Sam
Filters	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Herbert Tareyton (filter)15-1	**
Kent 2	
Marlboro	
Old Gold (filter)	and the second s
Parliament 6	musik de erestit tit i i i lær til m
Viceroy 7	
	Mar Market 1 100 person (mer.
Winston	0.05 12-05 0.00 mm of 1890 1997
	nger State on American Franklik (1900) - Her goden State Franklik (1900)

5a. Can you think of any filter tip cigarettes on the market that are fairly newones that	
have been on the market less than a year?	Any others? There to be the property of the control
bke Enches suring the past six months or	Less 6 or None than one 1-2 3-5 more Don't
yearf Any others? Herry 8. Herry 12-11	at all pack packs packs packs know
Herbert Tareyton 21-1	22-1 - 1 2 2 3 1 1 1 5 2 6
Marlboro 2 (ASK b)	(23-1 to 1988 2) 2000 200 30 to 1040 1 200 5 to 20 6 6
Old Gold (rection)	24-1 2 3 4 5 6
Winston 4-1-109	\$25-1= 2 a \$1 3 a 4 5 6 b
Other 5 (SKIP TO 6?) None or don't know 6 (EKIP TO 6)	25-35 Food t know
b. How many (each brand named) filter cigarettes, if any, have you smoked? (RECORD ABOVE)	
IF WINSTON MENTIONED (QUESTIONS 26, 36, 36, 46	IF HAS TRIED MARIBORO BUT USUALLY SMOKES OTHER BRAND ASK 9; OTHERWISE, SKIP TO 10
TIF WINSTON NOT MENTIONED AT ALL, ASK 6	9. After trying Marlboros, why was it you
6a. There's a new filter tip cigarette on the market called Winston. Have you heard of it by any chance?	didn't continue to smoke them as your regular brand?
Yes 26-1 (ASK b)	1 tent filed and a simple all and a simple and the
2 (SKIP TO INSTRUC- TION BEFORE 7)	(nextiff-con), tests0
b. Have you smoked any of them? (If "yes") About how many?	-90 (marill) nos tro 1947
None at all mou 27-1	Don't know 32-Yr
Less than one pack 2 1 to less than 3 packs 3 3 to less than 6 packs 4	10a. Now, I'd like to ask a couple of questions which have nothing to do with the survey they are just for tabulating purposes.
6 or more packs Don't know 6	Do you or any member of your family have a car?
IF MARIBORO MENTICNED (QUESTIONS 2b, 3b, 3c, 4b OR 5a) SKIP TO 8	Yes
IF MARIBORO NOT MENTIONED AT ALL, ASK 7 7a. (A, Another) new filter digarette on the market is the Manlboro filter tip. Have	b. Did you buy it new or used? (Latest year model if has more than one)
- you heard of it by any chance?	New 34-1
- Yes 28-1 (ASK b) - No or don't know 2 (SKIP TO INSTRUC-	Used 2
TION BEFORE 8b)	11. What is the occupation of the head of
b. Have you smoked any of them? (If "yes") About how many?	the household?
None at all	10.000 10.000 35-
Less than one pack 2 1 to less than 3 packs 3	36-
6 or more packs 5	(write in)
Don't know 6	12. I wonder if you would mind telling me whether you are over 35 or under 35?
8a. To your knowledge, do these new Marlboros sell for more than Old Gold Filters or Viceroys, the same, or less?	35 or over 37-1 Under 35 2 Refused 3
More expensive 30-1	Sex
Same price 2 Less 3 Don't know 4	Male: 38-1
IF TRIED OR HEARD OF WINSTON ASK 86, OTHER- WISE SKIP TO INSTRUCTION BEFORE QUESTION 9	NAME OF RESPONDENT
8b. To your knowledge, do Winstons sell for	ADDRESS: (+0.000) POUR TO
more than Old Gold Filters or Viceroys, the same, or less?	PHONE
More expensive 30-5 Less 7 Same price 6 Don't know 8	INT. INITIALS (2012) MOREO
bon c. and	INITIALS
Source: https://www.industrydocu	iments.ucsf.edu/docs/kthk0000